



Comunicaciones orales


Universidad
Carlos III de Madrid

REVISTA ESPAÑOLA DE
COMUNICACIÓN EN SALUD


Scientific journalism and health

[considerations about visibility,
publicization and access]

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A photograph of a person's shadow cast on a light-colored wall and sidewalk. The shadow is dark and elongated, showing the person is standing. In the foreground, a pair of light-colored sneakers with blue and red accents is visible on the sidewalk. A large red rectangular box is overlaid on the right side of the image, containing white text.

**Visibility is not something
given, ready, but is built with
strategies, actions, disputes.**



Considering scientific journalism in the Brazilian context as a reference, **this work intends to question the hegemonic concepts, structures and practices of visibility of Science and Technology (S&T) in the Health field.**

In an **exploratory study** based on literature review, we discussed **central concepts as health, S&T, scientific communication, scientific publication, publicization, visibility, access and use of information.**



The discussion focuses the **conceptual tension** regarding **the actors involved** with their **interests, strategies** and **logics**.


In addition to the usual issues related to the **conflicts between journalists and researchers, speeches** and **languages**, a number of other ones was identified [...]



[...] including: the **advertising and marketing actions and strategies of pharmaceutical and other industries;**


the **press, sponsorship and paid editorial content** interfering on the media despite the journalistic and social merit;

the **'war strategy'** in the dissemination of S&T focusing the specialized media and editorials at the **expense of 'guerrilla'**;



personal and individual interests of researchers,
journalists and health professionals spokespersons
of organizations;

**the roles assumed and non-assumed by the
government, private sector and civil society.**



Behind such questions, a **conceptual and ideological framework** seems to outline the need to deepen a critical analysis perspective considering scientific journalism in a social, cultural, political, economic and ideological view.

A context where power, ethics, logic and interests should guide the thinking about the **publicization**, 'How to make visible?'; visibility 'What does 'visible' mean?'; and access, 'Who accesses what, indeed?'.

¡Gracias!

